

Statistics

Population (2003)

Nebraska:	978,398	metro	(0.4% of total U.S. metro)
	<u>760,893</u>	non-metro	(1.5% of total U.S. non-metro)
	1,739,291	total	

United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

Farm-Related Employment (2000)

Nebraska:	260,533 jobs	(22.4% of total Nebraska employment)
United States:	25,834,574 jobs	(15.6% of total U.S. employment)

Number of Farms (2002)

Nebraska	49,355	(2.3% of total U.S. farms)
United States:	2,128,982	

Average Farm Size (2002)

Nebraska:	930 acres
United States:	441 acres

Market Value of Agricultural Products Sold (2002)

Nebraska:	\$9.7 billion
United States:	\$200.6 billion

Rank among all States in market value of agricultural products sold (2002): #4

Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Cattle and calves	4,958,569	13.1
Corn	2,251,625	12.9
Soybeans	944,488	7.0
Hogs	584,369	6.1
Wheat	171,072	3.1

Value of Agricultural Products Sold Directly to Consumers (2002)

Nebraska: \$4.0 million
United States: \$812.2 million

Farmers Markets (2004)

Nebraska 53
United States: 3,617

Market Value of Certified Organic Commodities (2002)*

Nebraska \$4.1 million
United States: \$392.8 million

*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

Certified Organic Acreage (2001)

Nebraska: 47,003 acres
United States: 2,343,857 acres

USDA-Accredited Organic Certifying Agents (2005)

Based in Nebraska: 3
Total: 96

Marketing Products and Services

Specific to Nebraska

Federal-State Marketing Improvement Program (FSMIP) Grants

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural

products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2005, \$135,000 was awarded to the Nebraska Corn Development, Utilization and Marketing Board, in cooperation with the National Corn Growers Association and industry partners, to survey Midwest livestock producers and feeders to determine their current and future potential usage of dried distillers' grains.
- In 2005, \$43,000 was awarded to the University of Nebraska Food Processing Center, on behalf of the Nebraska Agricultural Experiment Station, to facilitate development of the Nebraska Local Food Cooperative, a regional direct marketing system designed to improve the efficiency, profitability and competitiveness of Nebraska producers.
- In 2003, \$87,215 was awarded to the University of Nebraska State Experiment Station, in cooperation with Practical Farmers of Iowa, to develop economically viable direct marketing system models to improve the profitability, efficiency, and competitiveness of small and medium sized farms in the great plains region.
- In 2003, \$36,860 was awarded to the Nebraska Department of Agriculture, in cooperation with the University of Nebraska, to strengthen and expand farmers markets in Nebraska, foster development of a state farmers market association, and provide marketing and business training to producers.

General Interest

New Farm-to-School Marketing Publication

Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

Farm-to-School Report

How Local Farmers and School Food Service Buyers Are Building Alliances (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

Marketing via the Internet

How to Direct Market Farm Products on the Internet (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

Trends in Farmers Markets

U.S. Farmers Markets—2000: A Study of Emerging Trends (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

Market Research on Small Meat Processors

Enhancing Commercial Food Service Sales by Small Meat Processing Firms (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local

restaurants and other local commercial food service accounts.